Science Communication.

Saad Lotfey

Founder& CEO of Science Shop

Agenda

- What is Science Communication& Popularization.
- Why we need Science Communication.
- Methods.
- Career Paths.
- Formula “Basics of Science Communication”.
- Tips.
- Examples.

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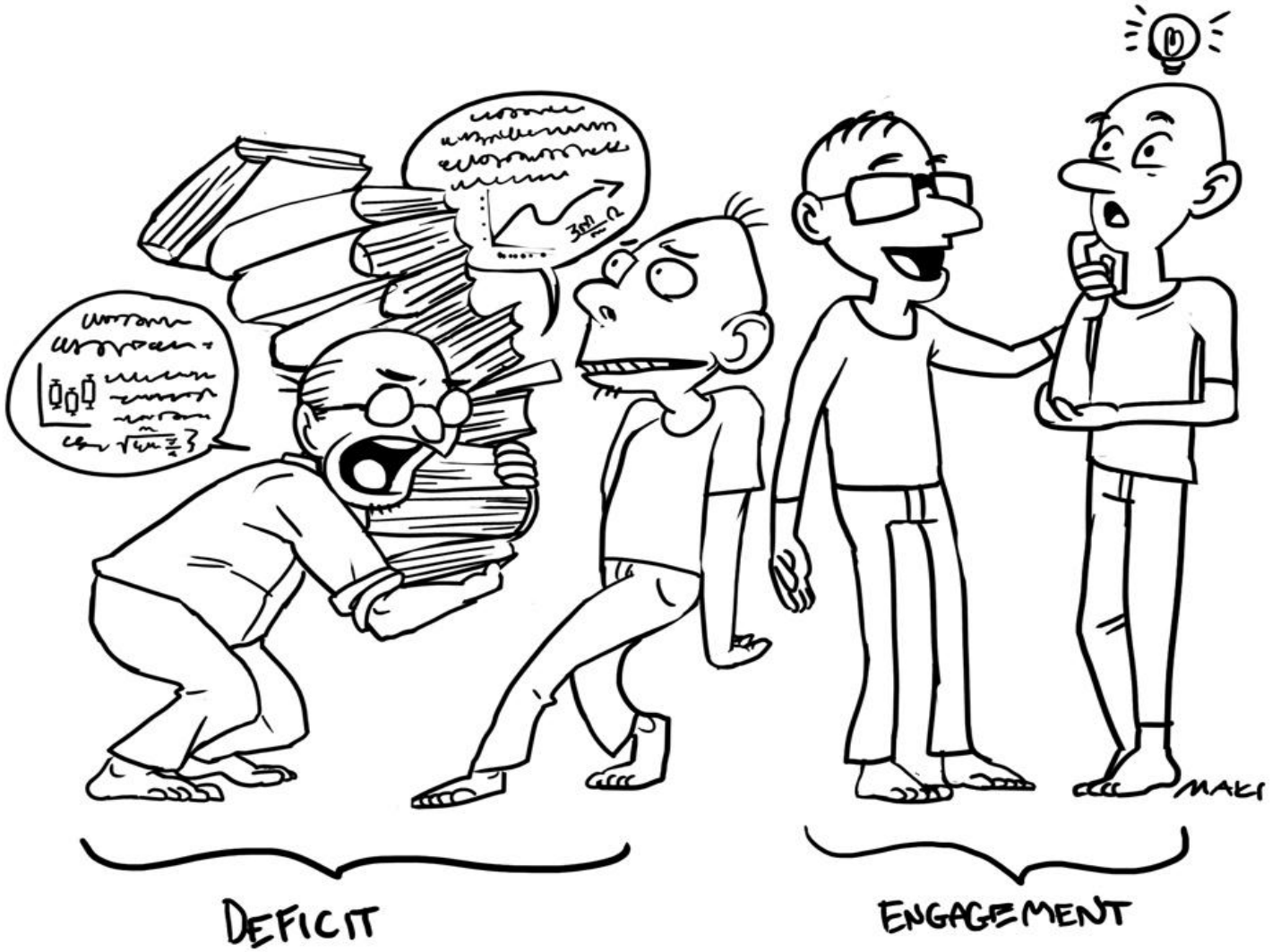
Science Communication& Popularization

What is Science Communication.

Science communication generally refers to public communication presenting science-related topics to non-experts.

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Why we need Science Communication



Why we need Science Communication

1. Public can make informed decisions.
2. Funding Researches.
3. Determine Science Policy.
4. Scientific Literacy.
5. Joy of Science.
6. Increase Awareness.

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Methods.

1. Science Writing& Journalism.
2. Broadcast “TV& Radio”.
3. Public Lectures.
4. Science Centers& Museums.
5. Debates& Dialogues.
6. Festivals.
7. Sci-Art.
8. Activities.

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Career Paths.

- Public relations departments in universities, extramural research institutes, government organizations or companies.
- Communications offices in NGOs, unions and lobby groups.
- Research Communications in companies and for large research projects.
- Editors and freelance journalists in specialised magazines, newspapers, for television, radio and, in increasing importance online.
- Consultants and communicators in PR and marketing agencies, particularly when the customer has a scientific or technical focus.
- Press offices of charities and foundations sponsoring scientific works, cluster organisations, research councils and similar institutions.
- Editors for scientific publishers.

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Formula

Basics of Science Communication

$$O_4Sm_3S_4$$

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Obstacles → 4

1. What People think of Scientists.
2. What People know about Science.
3. What Scientist think about Public.
4. What Language Scientists Use.

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Social Media → 3

Social Media provide 3 good rules for Science Engagement:

1. Post Videos and Pictures.
2. Ask Questions.
3. Make Offers.

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Speaking Out → 4

There are 4 Tips for Speaking out:

1. Be Inspired.
2. Be Respectful to your Audience.
3. Be Short.
4. Be Physical.

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Tips for How to achieve it

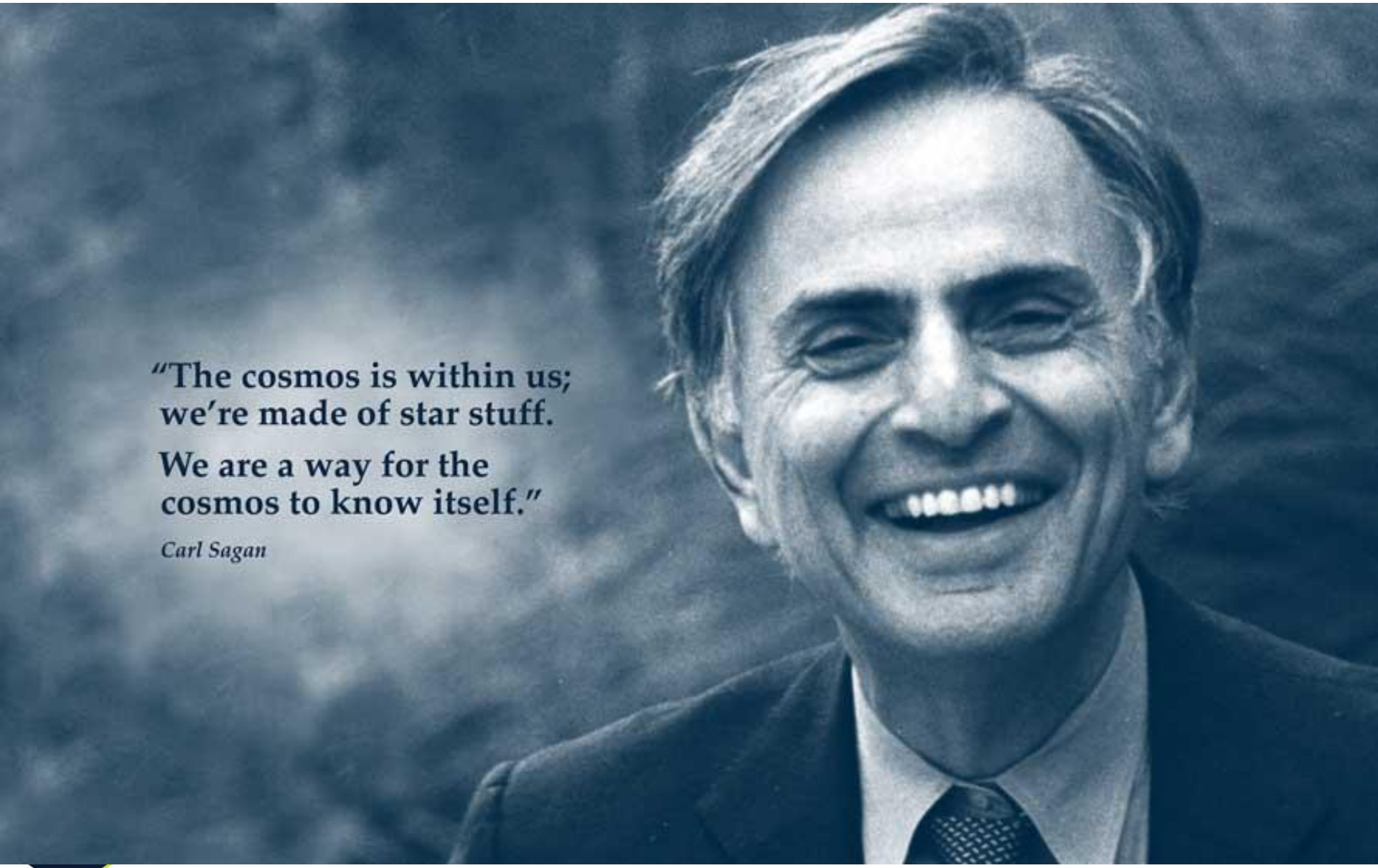
- Understand it.
- Exclude Unnecessary Concepts.
- Summarize it.
- Determine your Audience.
- Find Connections.
- Add Humor.
- Show it!

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Examples.

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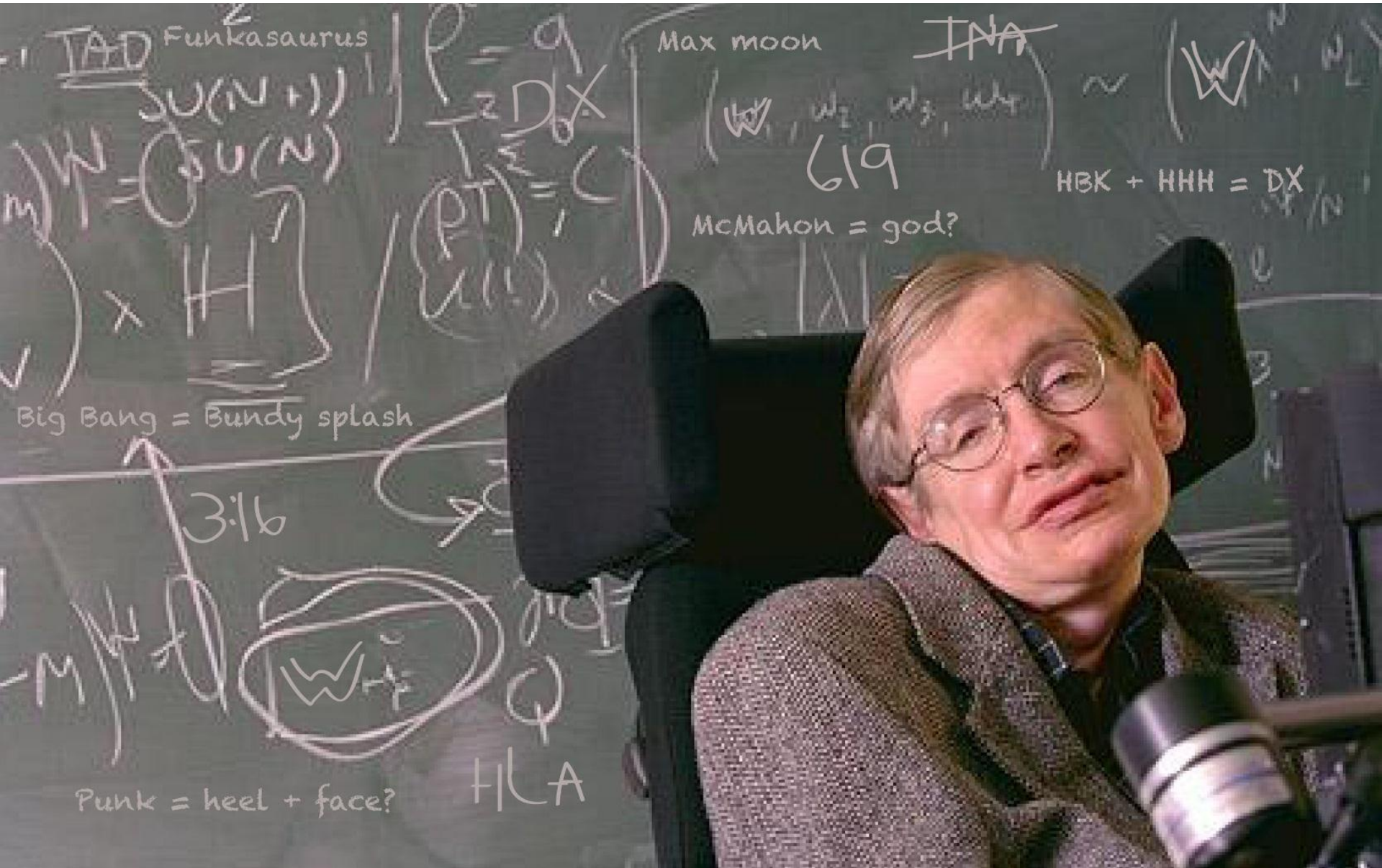
Carl Sagan


"The cosmos is within us;
we're made of star stuff.
We are a way for the
cosmos to know itself."
Carl Sagan

Neil Degrasse Tyson



Stephen Hawking



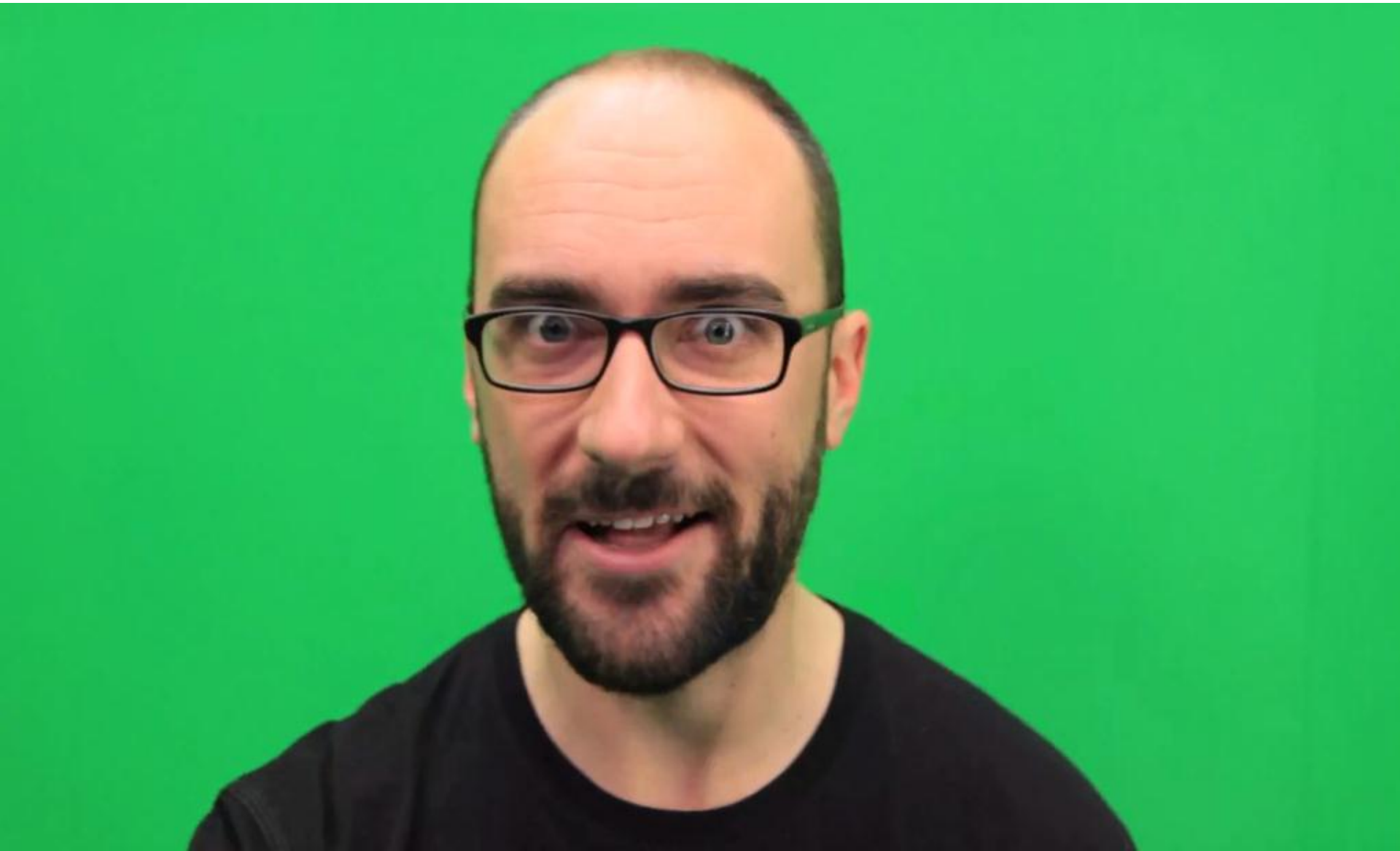
michio kaku



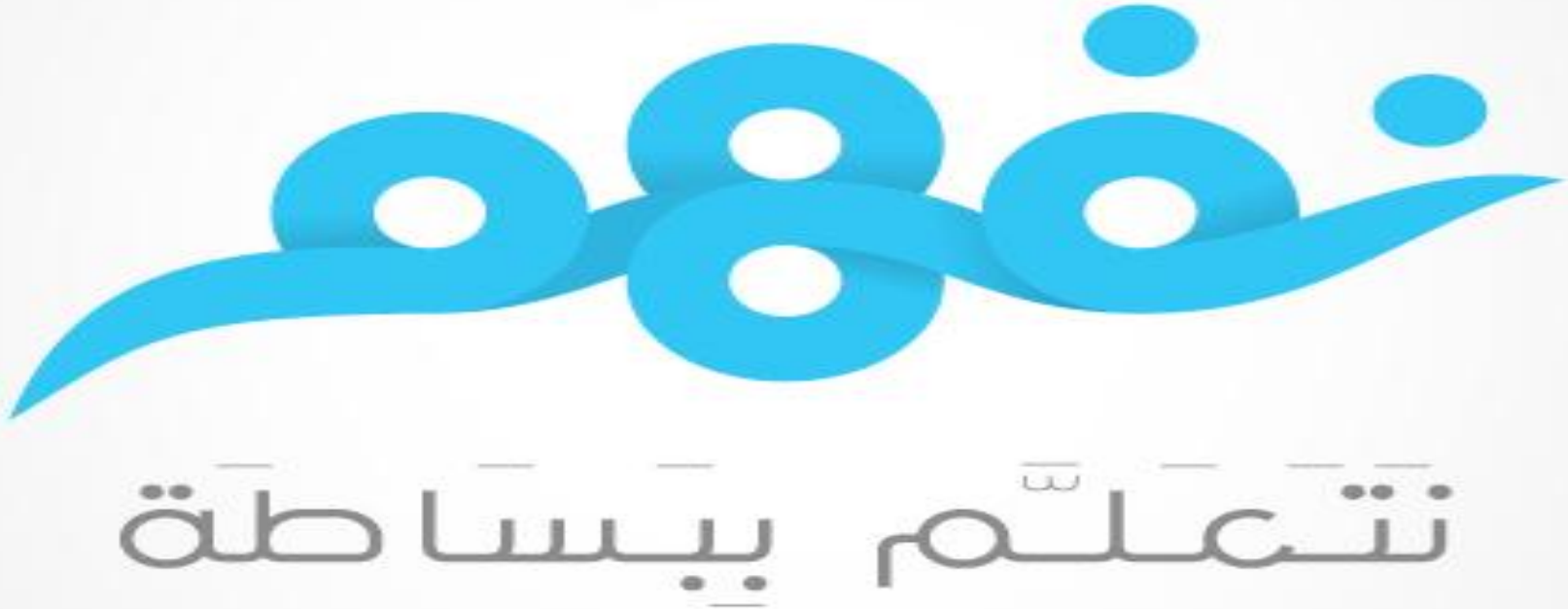
Bill Nye



Michael Stevens



Nafhm



Tahrir Academy



ZCF



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Projects Of Science Shop











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Remember !!!

- What is Science Communication& Popularization.
- Why we need Science Communication.
- Methods.
- Career Paths.
- Formula “$O_4Sm_3S_4$”
- How to do it.
- Examples.

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References.

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- What is Science Communication. “King’s college London.

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